

Subject: Re: Proposal for SCBD Renewal
From: JOHN WALKER <john@thescbd.com>
Date: 09/08/2017 05:29 PM
To: Tara Devine <tara@devine-strategies.com>

Just out of last meeting for the day and saw your email.....Yeah!!!! I was in such circles not knowing many of these things but your questions lead me to classes:) so that I have a much better understanding so thank you for that.

Let me think on the Outreach aspect but my thinking is (probably) as I and we have really good partnerships and my reaching out, inviting folks to lunch on a Movie Lot is really enjoyable for a great many of our members.

Our Street Festival was beyond our expectations!!!! I would have really been pleased with 500 stakeholders attending but when the count came in, we had over 1,500 on the street - - now they think it should be a regular event - NOT SURE ABOUT THAT.

You enjoy the weekend as well - - - and thank you.

Regards,

John Walker
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On Sep 8, 2017, at 5:12 PM, Tara Devine <tara@devine-strategies.com> wrote:

Sorry for the delayed reply - I have been in meetings and/or traffic since 9am.

I received the new database file - I will assess it over the weekend, but this file does look complete. We always update owner names and mailing addresses - we do it once to submit to the City, but I also like to pull it again shortly before you go to petition so we capture the latest information at the critical point. You don't want ballots or petitions going to the wrong owner/address if you can help it. It looks like we may just need to update owner/ mailing, formulas and assessments. Knowing that 100+ parcels are a single owner also reduces work a bit. The assessments in the file appear to be 2015 #'s, so I need to try to assess if you've had any major parcel changes since then. If few, that definitely allows me to reduce contingency by a substantial

amount. (The prior 118 parcel version would have required a lot of work.)

It is also good to know that you will prep all the renewal materials other than the petitions - that also allows me to bring our fee down.

One last question: would you like me to take out the outreach to property owners (during petition/ballot?) If the BID handles all of that, that also reduces our fee substantially. We can always discuss doing that on an hourly basis later if you decide you need help at the time.

Thanks for the additional info - everything you sent today was very helpful in narrowing your needs/expectations. Some of our clients like us to handle the entire process, and some are more DIY.

I'll rework the numbers over the weekend and send you a revised draft. I am available most of the day on Monday if you would like to discuss further.

How did your street festival go?

Have a great weekend!

Warmest regards,

TARA DEVINE

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On Fri, Sep 8, 2017 at 10:34 AM, John Walker <john@thescbd.com> wrote:
Good Morning and thank you for your proposal.

I hope that you have received the correct data sheet?

As discussed earlier, I have sent out and received 3 proposals and maybe we should talk on the phone - if not later today than next week? In speaking with my associate in the office, who went through the last renewal, it sounds as if we are doing more than was required last time with Civitas? This organization received the Petition, all 222 of them completed with all materials (we will of course create the cover Letter, the Management District Summary Plan, and we already have an updated Map of our District.

Our DATA base, other than the names of new owners is current.

Our increase in assessment will be requested in June of 2018 and will be effective in January of 2019 - so that no increase will be requested during the actual renewal process.

You have \$16,000 listed as “contingency” - and without it, your proposal would come to \$33,000 - something closer to what this particular organization could cover.

We are, as you know not a large BID and although we will have all the meetings and do what is required, because we are now established the expectation is that our process will be relatively smooth (saying in the prayer position).

Please let me know your thoughts.

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On Sep 8, 2017, at 8:10 AM, Tara Devine <tara@devine-strategies.com> wrote:

John:

Attached please find our proposal. I have endeavored to keep it reasonable, while using a contingency to address some of the unknowns/variables.

I am available to meet with you and/or the Board if desired to discuss the proposal or further negotiate its terms. Thank you for considering us for your renewal.

Warmest regards,

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